

Mansfield Downtown Partnership, Inc.

MONTHLY NEWSLETTER: OCTOBER 2013



Mansfield Downtown Partnership
Helping to Build Mansfield's Future

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A Grand Celebration!



Photo by Kim Bova

The Mansfield Downtown Partnership was pleased to celebrate the grand opening of [Storrs Center](#) with many residents, visitors, and friends, including Sen-

ator Richard Blumenthal; Secretary of State Denise Merrill; State Senator Don Williams; State Rep. Gregg Haddad; State Rep. Linda Orange; Mansfield Mayor

Betsy Paterson; UConn President Susan Herbst; Howard Kaufman, Leyland-Alliance; Tom Trubiana, EdR; and Philip Lodewick, President of

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NOW LEASING!



The Oaks on the Square is now accepting new lease applications for the building currently under construction on Bolton Road Extension.

Applications will also be accepted for One and Nine

Dog Lane and One Royce Circle. Current tenants will have the opportunity to renew their leases first; their renewal deadline is January 1, 2014.

The Bolton Road Extension building is scheduled to

open in August 2014 and will feature studio, one-, two-, and three-bedroom units.

In response to community interest, the Partnership worked with EdR to encourage dining rooms in some of the units.

"The layouts of these units will differ from the previous buildings," said

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Key Town Square Design Elements

Paved Plaza & Shade

Structure: To be on the north side of the Square that abuts Dog Lane; Will include permeable paving extending the entire width of the site; A curved shade structure will provide shade but also serve as a bold place-making statement on the Storrs Road frontage; Portable tables and chairs will allow for flexible use.

Lawn: A 52-foot lawn circle framed by a raised curb will occupy the south central area of the site; Four 18' tall light pylons will occupy equilateral points on the perimeter.

Plantings: Two planting beds will occupy space in the south and east sides of the Square; Shade trees will be planted along the perimeter streets, and shade trees will be planted near the north side of the lawn.

Performance Pavilion:

Composed of an inclined roof and two supporting pylons, the pavilion will provide shelter over a performance area; A recessed ceiling will provide space for stage lighting, a retractable screen, and video projector.

Town Square: Plans and Progress

On September 17, the Partnership Board of Directors held a public hearing to consider the proposed plans for the Town Square. Following the public hearing, the Board recommended to the Town's Director of Planning and Development that the plans be approved as they are consistent with the Storrs Center: Special Design District. The Director authorized the Town's Zoning Agent to issue a zoning permit with conditions. The [full plans](#), and [application](#) are available on the Partnership's [website](#).

In 2007, the Planning and Zoning Commission unanimously approved zoning guidelines for the Storrs Center: Special Design District (SC:SDD), which called for a 0.53 acre Town

Square at the corner of Storrs Road and Dog Lane.

In the SC:SDD, the Town Square is described as "the central civic space and center of activity for Storrs Center and the downtown Main Street area." This goal should be achieved through a design that "support[s] a range of activities that are consistent with the notion of the Town Square as the center of downtown life – a place to live, a place to do business, a place for civic activities, gatherings, and festivals, and a place to simply meet, sit, relax, or play."

The design firm Kent+Frost used the SC:SDD and input from public and private stakeholders and a Partnership advisory group to create a design which met these goals.

As called for in the SC:SDD, the design includes both hardscape and landscape areas, natural materials, a variety of pavers, walls, trees, and lighting. The Town Square will combine a paved plaza, lawn, shade trees, planting beds, seat walls, a performance pavilion, moveable seating, a possible shade structure, lighting, and sculptures to provide accommodations for a variety of uses, including large-scale events and everyday gatherings.

Construction will begin this fall with an anticipated completion date in summer 2014. For more information about the Town Square, please contact the Mansfield Downtown Partnership office (via [email](#) or 860.429.2740). ♦





Ten Years of Celebrating Mansfield

The Tenth Annual [Festival on the Green](#) took place on Sunday, September 22. Morning rain cleared for a beautiful day—the first day of fall—as a record 700+ people marched down Storrs Road in the largest Celebrate Mansfield Parade to date.

The Grand Marshals for this year's Parade were the Stearns family. The Stearns family has been farming in Mansfield since 1772 and established Mt. Dairy in 1871. We were happy to honor them in the Parade and proud to have the family and the dairy as part of our town!

Thousands of Mansfield residents and friends enjoyed a wide variety of activities at booths hosted by Mansfield-located businesses and community groups. Among the

activities were planting seedlings in newspaper cups, a nutrition guessing game, ladder ball, bean bag toss, and face-painting. (A list of participating groups is on our [Festival website](#).) Hungry Festival goers had a number of delicious food choices from falafel to pizza, from burritos to squash soup. New food vendors included [Baja Café](#) and [Gramma's Comfort Foods](#), while [Domino's Pizza](#) and [Wing Express](#) have been at every *Festival*!

The musical entertainment started in the Parade with the "Pride of Connecticut" UConn Marching Band anchoring the Parade and performing in the street.

The E. O. Smith High School band followed up their Parade performance

with a performance at the Festival stage and helped open the day's festivities.

[Black Prairie](#), a Portland, OR-based folk/Americana group, was a hit. These talented musicians were coaxed into two encores by an enthusiastic crowd!

The *Festival on the Green* is made possible by our generous [Sponsors](#) and hundreds of [volunteers](#). The Partnership thanks them all for their continued support of this unique, community event. The Partnership especially thanks the Festival committee which begins work in February to create a successful event for Mansfield residents and friends.

Thank you—We'll see you next September! ♦



Festival photos courtesy of Kim Bova and Javaun Crane-Bonnell.
For more photos, visit downtownstorrsfestival.org.



Welcome, oneTribe!



oneTribe is located in One Royce Circle (from Bolton Road Ext, turn right).

oneTribe Is Open:

Sunday	12-7.00
Monday	Closed
Tuesday	12-7.00
Wednesday	12-7.00
Thursday	12-7.00
Friday	12-7.00
Saturday	10-7.00

"I've always been fond of the young vibe of a college town," relates Sandra J. Calvo-Rouette, proprietor of oneTribe, a new clothing and accessories store that opened in Storrs Center in August. "Opening a new store in Storrs Center is a big move for me, but one that promises to be fantastic!"

oneTribe is the first clothing store to open in Storrs Center and features clothing and accessories that appeal to a wide variety of people, from teenagers to Boomers, who share a desire for urban-styled clothing that is comfortable and easy to wear.

Ms. Calvo-Rouette has always loved clothing, especially those with great fabrics, textures, and colors. After graduating with a degree in finance and operations management from the University

of Massachusetts in Amherst and completing her Masters in Business Administration from Western New England Univ., Ms. Calvo-Rouette began her professional career. Thirteen years later she opened her first store in Somers, Connecticut. When the opportunity arose to open a store in Storrs Center, she quickly made plans to relocate oneTribe to this Main Street neighborhood.

The shop features clothing lines for men and women for all seasons, including Quiksilver, Roxy, O'Neill, and Billabong, among others. Dresses, shorts, jeans, slacks, jackets, handbags, sandals, and back packs are just a few of the items the store will offer. oneTribe is open daily, except Mondays.

"We want our customers to be able to shop with

ease and with expert advice available," says Ms. Calvo-Rouette. "We will be offering personalized service with no stress. Just come to oneTribe and explore our great clothing and tons of accessories. Our items are unique and prices are reasonable."

Storrs Center developer Howard Kaufman, Managing Member of Leyland-Alliance LLC, welcomes oneTribe to Storrs Center. "We are excited to have oneTribe as our first clothing store. Their commitment to clothing that is attractive to a wide range of ages and lifestyles will benefit Mansfield residents and visitors enjoying the true college town atmosphere now taking hold in Storrs."

More information about oneTribe is available on their website, onetribeshop.com. ♦





Three New Leases for Storrs Center

With three new leases in place, all of the retail spaces are spoken for in One Royce Circle, the latest building to be constructed in Storrs Center. The new businesses are expected to open in the coming months and will join other One Royce Circle businesses, including the UConn Co-op Bookstore at Storrs Center, Ballard Institute and Museum of Puppetry, UConn Health Care, UConn Urgent Center, UConn Dental, Haru Aki Café, and oneTribe.

[GBS Threading & SPA](#) will offer eyebrow threading and henna tattoos, including bridal mehendi. Other services include waxing, facial services, eyelash extensions, manicures, and pedicures. All products are natural and no chemicals are used. Eyebrow threading has become very popular and the growth of GBS Threading & SPA reflects this demand.

The Storrs Center location will be the seventh shop for owners Shiva and Binda Neupane who opened their first store in Trumbull, CT in 2007. "A friend told us about Storrs Center and we felt it would be a great location for GBS," said Mrs. Neupane who learned the precise threading technique in

Nepal. "We follow the shape of the eyebrow and the result is perfect," she explained. "Most people love it so much that they come in every two weeks to look their best."

Storrs Wine & Spirits' name is an appropriate description for this shop which will sell quality wines and spirits, including a fine selection of liquor and beer. Co-owners Dil Bhandari and Nitya Poudel are friends who have worked together in the alcoholic beverage retail industry and inspired each other to open a store in Storrs Center. "When Storrs Wine & Spirits opens this fall, our customers will find a convenient place right in Storrs Center to purchase libations, seek recommendations for wine and food pairings, or purchase a special bottle of spirits to mark an important occasion," said Mr. Bhandari.

Owners Wayne Gryk and David Kania are bringing an innovative health approach to Storrs Center with the opening of ThinkitDrinkit.

[ThinkitDrinkit](#) helps customers achieve optimal health, energy, and life performance through customized personal



The team from ThinkitDrinkit took part in their first Festival on the Green this year! See more photos on their [blog](#).

Photo courtesy of ThinkitDrinkit

nutrition. Its powdered beverage products address personal health needs for both physical and mental optimization. All products are developed in efficacious doses to meet individual health goals for both short-term and long-term benefits.

"We are thrilled to be opening our flagship retail space in Storrs Center," says Mr. Gryk. "This first-to-market venture offers a suite of nutritional supplements in a digital café-like setting, where

function and personalization take the spotlight. Our high-tech interactive environment puts product customization in the hands of the consumer. The concept is a perfect fit for the Storrs Center and UConn community, particularly as a large part of our program addresses team sports, nutrigenomic testing, and performance."

For more information about the businesses in Storrs Center, visit www.storrscenter.com. ♦

INTERESTED IN LEASING COMMERCIAL SPACE IN STORRS CENTER?

Visit www.storrscenter.com or contact Dan Zelson at Charter Realty & Development 203.227.2922 or dan@chartweb.com
www.chartweb.com



A Green Festival!

OPEN & READY for BUSINESS!

ONE DOG LANE

[Moe's Southwest Grille](#)

[7-Eleven](#)

[Froyoworld](#)

[Dog Lane Café](#)

[Subway](#)

[Insomnia Cookies](#)

[Mooyah Burgers & Fries](#)

NINE DOG LANE

[Geno's Grille](#)

[The Flower Pot](#)

[Horizon Travel](#)

[Body Language](#)

[Head Husky Barber](#)

[Styling Shop](#)

[Bank of America ATM](#)

[Sweet Emotions](#)

[Select Physical Therapy](#)

[Friendly Fire](#)

[Game Center](#)

[Husky Pizza](#)

ELEVEN DOG LANE

[Storrs Automotive](#)

ONE ROYCE CIRCLE

[Webster Bank](#)

[oneTribe](#)

[Clothing Store](#)

The Partnership is pleased to report the success of the low-waste efforts at the Tenth Annual [Festival on the Green](#). Led by Town of Mansfield Recycling Coordinator Ginny Walton, *Festival* volunteers and participants diverted 87% of the waste generated during the event into composting and recycling. Despite the largest *Festival* to date, only 150 pounds of waste were generated throughout the day.

Volunteers staffed waste stations around the *Festival* grounds and assisted visitors with properly sorting their

waste into composting, recycling, or trash.

Of the 150 pounds of waste collected, 87.5 pounds were compostable materials and 43 pounds were recyclable materials. Just 20 pounds of trash were collected!

This year's *Festival on the Green* featured 90 booths and over 700 people in the Celebrate Mansfield Parade with an estimated over 3,000 residents and visitors in attendance.

The success of the low-waste efforts can be attributed to the coopera-

tion of the many Mansfield businesses and community groups to thoughtfully plan low-waste activities for attendees of all ages to enjoy. In addition, the food booths all served their menu items on compostable plates, bowls, and cups thanks to the generous support of [Willimantic Waste Paper Co, Inc.](#), a Grassroots sponsor of the *Festival*.

The Partnership thanks Ms. Walton and the *Festival on the Green* volunteers, participants, and attendees for their help to "[Keep It Green!](#)" ♦

Horizon Travel—Now Open in Storrs Center!

There are some familiar faces in Nine Dog Lane: Horizon Travel recently opened the doors to their new office in Storrs Center! Staffing the office are Deb DelMastro and Jennifer Jones, formerly with TravelPlanners/Travel Advisors International.

As we shared in our September newsletter, the owner of TravelPlanners, Moe Rondeau, passed away unexpectedly following a brief illness. Mr. Rondeau's son and business partner made the difficult decision to close their Storrs office.

Since then, Horizon Travel has stepped in and opened a new office of their agency in Nine Dog Lane. Former clients of TravelPlanners will be happy to see both Ms. DelMastro and Ms. Jones back at their desks, ready to assist with your travel questions and plans.

Please stop by and welcome Horizon Travel to Mansfield! ♦



Horizon Travel celebrated the ribbon-cutting of their new office on Oct. 8. Photo by Michele Tompkins, LeylandAlliance, LLC



Leasing of The Oaks (continued from page 1)

Katie DeLany, Community Manager at The Oaks on The Square. "Some of the one-bedroom units will have dining rooms, which is a new feature."

There are a total of 322 units in One and Nine Dog Land and One Royce Circle. The new building will add 92 apartments to the mix. ♦



The ribbon-cutting for The Oaks on the Square was held immediately following the grand opening of Storrs Center.

Photo by Kim Bova

INTERESTED IN LIVING IN THE OAKS ON THE SQUARE?

For information about the application process, rental rates, and floor plans, please visit The Oaks' website (www.theoaksonthesquare.com) or call their office (860.756.0330).

COMING SOON to ONE ROYCE CIRCLE!

[UConn Co-op Bookstore
@ Storrs Center](#)

[Ballard Institute &
Museum of Puppetry](#)

[UConn Health Center
Medical Offices](#)

[Haru Aki Café](#)

[ThinkitDrinkit](#)

[GBS Threading & Spa](#)

Storrs Wine & Spirits

A Grand Celebration (continued from page 1)

the Partnership Board of Directors on Friday, Sept. 20 in Dog Lane.

The [Funky Dawgz](#) started the celebration on the right note as they marched down Storrs Road and up Dog Lane to the stage. The Funky Dawgz are a New Orleans-style brass band from UConn comprised of students and faculty.

Following their first performance, the official grand opening was attended by hundreds of Town, UConn, and State officials as well as residents, students, and visitors.

[The Oaks on the Square](#) held a ribbon-cutting following the ceremony and then led tours of apartments.

The Funky Dawgz wrapped up the celebration with a second performance from the stage and segued into "Music in the Street," an afternoon of local music in Dog Lane.

The [Conn-Men](#), a UConn student group, provided a cappella entertainment as the first act of the afternoon.

[Earl MacDonald](#), a local resident, UConn faculty

member, and acclaimed musician and composer, then performed with his jazz quartet. He has just released his latest album, *Mirror of the Mind*, which is available for purchase through [CD Baby](#), [iTunes](#), [Amazon](#), and various download and streaming sites.

[Bruce John](#) & the Bandaleros had the audience singing along to favorite folk and rock hits. Bruce has been entertaining Mansfield residents for many years, as one of the original owners of the Shaboo and as a professional musician. Younger friends

may recognize him as the Singasaurus from Kidsville Kuckoo Revue!

[Poor Old Shine](#) rounded out the day with their alt-Americana tunes. Poor Old Shine formed in Storrs and currently reside in Mansfield.

They performed at the 2012 *Festival on the Green* and have been touring the United States ever since. Their first full-length, studio album will be available via [Signature Sounds](#) on November 5. ♦



UPCOMING DOWNTOWN EVENTS

Wednesday, October 16

Live Music Wednesdays: [The Hanging Hills](#), 5 - 7 PM, [Storrs Center](#)

Wednesday, October 16

[Seth Meyers](#), 8 PM, [Jorgensen Center for the Performing Arts](#)

Thursday, October 17

[Campus Art Walks](#), 12.15 PM, Free & Open to the public, [The Benton](#)

Saturday, October 19

[Spirit Extravaganza](#), 7.30 PM, [Jorgensen Center for the Performing Arts](#)

Monday, October 21

[Wally Lamb Book Launch](#), 7.00 PM, [Purchase](#) of one copy admits 2; [UConn Co-op Bookstore at Storrs Center](#)

Wednesday, October 23

Live Music Wednesdays: [Mike Casey Jazz Trio](#), 5 - 7 PM, [Storrs Center](#)

October 24 - November 3

[Dead Heavy Fantastic](#), CT Repertory Theatre, Nafe Katter Theatre, crt.uconn.edu

Friday, October 25

Friday Night Movie Series: *Little Shop of Horrors*, 7.30 PM, Tickets \$5, [StoDoArts](#) and [Ballard Institute and Museum of Puppetry](#), [von der Mehden Recital Hall](#)

Saturday, October 26

[Trick or Treat in Storrs Center](#), 4.00 - 5.00 PM, Rain or Shine, [Storrs Center](#)

Saturday, October 26

[The Idan Raichel Project](#), 8 PM, [Jorgensen Center for the Performing Arts](#)

Sunday, October 27

[Irish Chamber Orchestra with Sir James Galway](#), 3 PM, [Jorgensen Center for the Performing Arts](#)

Sunday, October 27

[Opening Reception](#) for *Convergence: Contemporary Art from India and the Diaspora* and *Framing Photography: New Additions to the Benton Collection in Context*, 3 - 5.00 PM with a Puja at 3 PM and an Indian Dance performance at 4.45 PM, Free and Open to the Public, [The Benton](#)

Wednesday, October 30

Live Music Wednesdays: Wild Bill & Patti Tuite Duo, 5 - 7 PM, [Storrs Center](#)

Thursday, October 31

[Campus Art Walks](#), 12.15 PM, Free & Open to the public, [The Benton](#)

Saturdays, May–November

[Storrs Farmers Market](#), 3 - 6 PM, at Mansfield Town Hall, Open rain or shine

Find more events info on the
[Partnership's Events Calendar!](#)



**TRICK
OR
TREAT**

